We would therefore recommend that the decision in no event to allow packs to bear both a US and a local language health warning be reconsidered and specifically request that for all brands for which we budget 1993 sales below 50 mio. units, we receive special permission to add a local health warning sticker to packs which have a printed US warning. It should be noted that our main competitors have apparently opted not to introduce any local language health warnings in the CIS.

I look forward to discussing this matter with you at your earliest convenience.

2500040915.A

Best regards,
Julian Izant
*** Forwarding note from TKRELL --VCH0021A 25.06.92 11:25 ***
To: NKRIVORU--VCH0021A N. Krivoruchko JIZANT --VCH0021A Julian Izant
RHERRICK--VCH0021A Robert Herrick TKRELL --VCH0021A Teresa Krell
BBERG --VCH0021A Bengt Berg CGILLETT--VCH0021A Claire Gillett

From: Teresa Krell
To :
Subject: Health warning on EVE 120 cigarettes

Nick,

As we have been advised that we are not to use two health warnings on packs i.e. a u.s. export standard pack with u.s. health warnings and a local language health warning on a sticker , it does not appear that we will be able to comply quickly with your request for EVE 120's.

I will have to check with USA today to see if they still have a remaining stock of what has become the former item with ....that is the non health warning pack. If they still have this item available we can use up some of the inventory for your order and add the local language health warning that you specify. If there is no longer inventory, they will have to be requested to reactivate this hinge lid design (non health warning) and to print a specified quantity.

Will check with USA today and advise.

2500040915.B

best regards, terry

p.s. I returned all of your phone calls however you were also difficult to get on the phone....either occupied or not in.
*** Forwarding note from NKRIVORU--VCH0021A 24.06.92 15:55 ***
To: TKRELL --VCH0021A Teresa Krell

From: Nicholas Krivoruchko
To : Terry Krell
Subject: Health warning on EVE 120 cigarettes

Terry:

Though it is always my general policy to phone rather than send a PROFS I have had difficulty catching you in the office today. Consequently, I thought I would send to you a PROFS.

Could you please provide to me some input on the following issues:

1) A Russian customer has requested 20 million EVE 120 cigarettes for

2500040916

Source: https://www.industrydocuments.ucsf.edu/docs/qmkx0000

From: MREARDON--VCH0021A Date and time 25.06.92 14:06:21
To: AREIMAN --VCH0021A Andre Reiman AANDRADE--VCH0021A Anthony Andrade

From: Michael Reardon
To : Andy and Tony
Subject: Health warning on EVE 120 cigarettes

2500049 14.A

The saga continues.

Michael
*** Forwarding note from TKRELL --VCH0021A 25.06.92 13:46 ***
To: MREARDON--VCH0021A Michael Reardon BBITAS --VCH0021A Basil Bitas

From: Teresa Krell
To :
Subject: Health warning on EVE 120 cigarettes

2500049 14.B

here we go. terry
*** Forwarding note from JIZANT --VCH0021A 25.06.92 13:05 ***
To: FDULLES --VCH0021A Frederick Dulles

From: Julian Izant
To : Frederick Dulles
Subject: Health warnings

I refer to the note from Terry, which puts its finger on a significant problem, which I would like to raise and discuss with you :

* the corporation has taken the decision to introduce health warnings gradually on all cigarette packs sold worldwide. Where there are no local stipulations, this will be the standard US Surgeon General rotating warning;
* the corporation has decided that it will follow the spirit of the request from the USSR Ministry of Health in its letter last year and introduce health warnings in Russian (and other languages where warranted) on cigarettes sold to the CIS in spite of the fact that the new Russian Ministry of Health indicated during our meetings with them that this was not necessary.

Due to the uncertainty surrounding future text and languages to be used in the CIS and Georgia, we have taken the decision to apply health warning stickers in Russian, Russian/Kazakh and Ukrainian - and are preparing for Georgian, Azeri, Uzbekh and Armenian. For your information, we may have to destroy some $180,000 of blanks with CCCP health warnings.

Operations Services and US Manufacturing have agreed to continue standard export blanks of MARLBORO Box without health warning so that stickers for the CIS markets can be added. This is justified by the forecast volume of some 2 bio. annually and will eventually be superseded by on pack printing (my expectations at present is that this will be only during second half 1993 or first half 1994). However, we sell a range of products into the CIS, such as other versions of MARLBORO, EVE, PARLIAMENT, MURATTI, MERIT, PMSL, L&M etc. in relatively small quantities. If we have to keep special blanks without health warning specifically for Eastern Europe, this will lead to :

* higher SVCs due to very small print runs for the blanks;
* unacceptable lead times or increased exposure from ntm stocks;
* an inconsistent approach on languages used in a market; and/or
* a reduction of our brand selection and consequently lost volume and income.

2500040915

Source: https://www.industrydocuments.ucsf.edu/docs/qmkx0000